

**Subject:** Last Month's Annual IDA Conference & Tradeshow

**From:** "Rita Moreno" <rita.moreno@lacity.org>

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**To:** Mary Patterson; Danishaker@gmail.com; Sherri Franklin; admin@chatsworthbid.com; George Yu; susanlevi@labids.org; Misty Iwatsu; Blair Besten; Lisa Schechter; Jim Omahen; Thomas Kneafsey; Heather Duffy Boylston; Rebecca Hutchinson; Kimberly Ramsey; ellenendo@yahoo.com; board@visitlittletokyo.com; Rafik Ghazarian; Donald Duckworth; John T. Walker; kadedo@earthlink.net; Mark Sokol; Tara Devine

Happy Monday Everyone!

I was fortunate to attend this year's Annual International Downtown Association Conference & Tradeshow in Winnipeg, Canada. There were some great presenters and interesting sessions on assisting small business/retailers thrive, marketing techniques and data driven strategies, and promoting diversity in our BIDs.

Below is a link to the IDA's email containing lots of great information and links to the youtube videos for you to check out.

<https://mail.google.com/mail/u/0/#inbox/15f1231147cc60a7?compose=15f4a90cf5f9a896>

Rita

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Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

